



CALPEEK

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VAN DE KAMP VS. FEINSTEIN: DEMO WARFARE.

Editor's note: Demo AG John Van de Kamp made his announcement for governor Feb. 25 by blasting his chief Demo rival, former S.F. Mayor Dianne Feinstein, with a long laundry list of negatives. But DiFi didn't blink and so now it's OPEN WARFARE between these two. Here is CALPEEK's brief report & analysis...

...Many CALPEEK sources say it WASN'T surprising that the normally cautious John Van de Kamp should do his Buster Douglas imitation on Feinstein at his official kickoff. But the one liners and shots fired at DiFi didn't stop after VdK's initial attack. He kept the pressure up the next day in Sacto. From a campaign management viewpoint, the negative hits are considered necessary because of VdK's recent drop in the Calif. Poll. Some insiders even suspect VdK's own polling probably shows DiFi ahead in the governor's race — and for good reason...

...For the past 5 weeks or so, DiFi has had it all her way, with virtually NO negatives about her, her positions on various public policy issues or her record as mayor. VdK hit DiFi especially hard on the S.F. budget deficit and her support of Prop. 104, the 1988 No Fault auto insurance initiative...

...But there two dangers in going negative. The first danger is counter-attack and the second is giving your opponent equal news media coverage to respond. So while VdK was bashing DiFi for being soft on ethics, DiFi got equal coverage mashing VdK for not doing anything about political corruption during his 7 years as the State's AG...

...The FREE news media coverage is very important to Feinstein, because unlike VdK who has a PUBLIC OFFICE to make headlines, she's no longer an elected official. So while VdK holds up an AK-47 to push a gun

bill or holds a news conference on the beach to deplore the recent oil spill, DiFi has had a tough time getting cameras and making headlines. But no longer, thanks in part to VdK's own attacks. Touche...

...Whether any of the VdK negatives will score won't be known to the public for some time. However, you can bet VdK's pollsters have already begun to sample public opinion to see whether there have been any shifts. As for the BIG GUN — the 30-second TV hit, CALPEEK sources say VdK can let go any time he wants. In other words, it's in the can and ready to air...

...FYI: If you haven't read it, the L.A. Times Magazine (2/25/90) cover story by Keith Love gives an excellent view of DiFi and her life in politics. CALPEEK sources say Feinstein didn't like it, but most who have read it think it is a favorable story. What the ex Quad Queen of 1954 (Stanford University) probably doesn't like is the illustrated cover by Edward Sorel. It portrays DiFi in a rather regal way, an image she is trying to downplay. Stay tuned...

LA FOLLETTE'S RETIREMENT COULD SET OFF WAR.

Veteran Assemblywoman Marian La Follette's decision to pull the plug on her 10-year legislative career has the potential to set off a rather heated GOP war among rival Republican elements in the 38th A.D., which covers the west San Fernando Valley in L.A. County. La Follette's reason for retiring was frustration with the system (aka legislative burn-out)...

...La Follette and her Republican ally in the area, State Sen. Ed Davis of Valencia, have both endorsed the assemblywoman's AA, 24-year-old Rob Wilcox. Political consultant Ron Smith has already been hired and

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the Davis/La Follette political machine is hard at work trying to sew up the nomination for Wilcox...

...That's not likely to work, because La Follette/Davis arch GOP enemy, Assemblywoman Cathie Wright of Simi Valley, and L.A. Councilman Hal Bernson are backing Granda Hills realtor Paula Boland. Another Republican name to surface is that of L.A. School Bd. member Roberta Weintraub, who would be a very formidable opponent...

...The 38th A.D. is GOP turf, but Demos aren't very impressed with Wilcox. Several Demo names have surfaced: L.A. School Bd. member Julie Korenstein; community activist Rob Zapple; and Burbank Councilwoman Mary Lou Howard. L.A. Councilwoman Joy Picus also has been mentioned. Two Demos, Irene Allert and Gary Crandall have already filed for the primary, but they have zero name ID. Stay tuned...

ANALYSIS OF THE CALIFORNIA POLL: PART I.
Editor's note: The latest Calif. Poll results have been released for all of the Statewide constitutional offices. Here are the results and an ANALYSIS of the Lt. Governor's race and the AG's contest. CALPEEK will cover the Insurance Commissioner contest in a separate story. Part II will include the other offices...

• LT. GOVERNOR - Incumbent Demo Leo McCarthy has no opponent in the June primary, so right now he's coasting with 79% name ID and favorable ratings on his IMAGE (2.2), according to the Calif. Poll...

...As for the Republicans, several CALPEEK sources think the February Calif. Poll is inconclusive because U.S. Civil Rights Commissioner Bill Allen decided NOT to file papers. Yet he was included in the survey. In fact, he placed a rather healthy second at 11% behind the new leader, State Sen. Marian Bergeson of Newport Beach, who got 13%. In third place was State Sen. John Seymour of Anaheim, who got 8%...

...In October, Seymour held a 14% to 8% advantage over Bergeson. Insiders are uncertain as to what caused the 11 pt. switch in Bergeson's favor, since both have about the same name ID (Bergeson 22%, Seymour 20%), while Seymour has an edge in image rating (Seymour 4.0, Bergeson 3.4). One factor

in the turnaround might be that CONSERVATIVE Republicans are just now beginning to show a greater interest Bergeson and might be getting ready to target this contest...

...In terms of a one-on-one with LMc, the incumbent Demo LG holds a 50% to 25% lead over Seymour and a 49% to 25% lead over Bergeson. Bottomline: with Allen out, there will be a foot race to the RIGHT between Bergeson and Seymour...

• ATTORNEY GENERAL - Although CALPEEK reported the surprising Demo results in last week's issue, CALPEEK didn't have figures for the Republican, former U.S. Rep. Dan Lungren. To repeat, S.F. DA Arlo Smith now leads L.A. DA Ira Reiner by a margin of 31% to 30% - a dead heat, but a turnaround in Smith's favor of 14-pts...

...In the one-on-one matches, Lungren was behind Reiner by 12 pts. in October. Now Lungren has a 34% to 33% edge, with the rest undecided. Against Smith, Lungren has 32%, while Smith DROPPED from 29% to 23%. Why Smith would drop against Lungren while moving up on Reiner is somewhat curious, but it could be that voters loyal to Reiner prefer Lungren over Smith in that particular match-up...

...Regardless, most sources are unanimous in saying that Reiner has been BADLY hurt by the McMartin Case and some (but not all) think the damage CAN'T be repaired. As an example, the last time the Calif. Poll measured Statewide NAME ID and IMAGE RATINGS, in December 1989, Reiner had 55% name ID and a 4.0 image rating, which is a very good score. But this was before the NOT GUILTY verdicts were announced on 52 counts against Ray Buckey and his mother...

...In the current poll, Reiner's name ID is the same 55%, but his image rating now stands at 1.0 — NOT FAVORABLE. McMartin is the only logical reason for the tumble. But Smith's image also dropped from the previous sample. In December of 1989, his image score was 3.3, now it's 1.7, also unfavorable...

...CALPEEK can't draw any firm conclusions just yet. Reiner's campaign team is now trying to SPIN its way out of the McMartin mess by saying Reiner inherited the case...

CAMPAIGN 1990: DEMOS BATTLE IN 59th A.D.

With Assemblyman Charles Calderon(D-Montebello) giving up his safe 59th A.D. seat to run in the Apr. 10 special election for Joe Montoya's 26th S.D. seat, 6 Demos in this eastern L.A. County area are running to replace Calderon. It's solid Demo turf, so Republicans need not apply...

...Big cities in the 59th include Alhambra, Montebello and Monterey Park. The district has a diverse ethnic mix - Angelos, Asians and Hispanics. And yes, there are some tensions, but they shouldn't impact in this election...

...Calderon wanted to play kingmaker and pick his own successor, but that won't happen because most of the Democrats won't be bluffed out of running for this seat. At least two of the six Demos have to be considered leading contenders: Calderon AA Marta Maestas and Garvey School Bd. member Diane Martinez. Two other Democrats have possibilities: Rio Hondo College Trustee Bill Hernandez and Deputy AG Xavier Becerra. And then there is businessman Larry Salazar and former Monterey Park Councilman G. Monty Manibog - both longshots...

...Maestas will probably be endorsed by her boss, which would be very helpful. She has already picked up backing from Assemblyman Richard Polanco and a handful of local area types. No campaign manager yet, but she should be well funded...

...Martinez has picked up endorsements from U.S. Reps. Ed Roybal, Tom Lantos, Mervyn Dymally and Mel Levine. And yes, her dad, U.S. Rep. Matthew Martinez, is also a very strong supporter. Martinez has hired consultants Jerry Seedborg and Chuck Levin to run her effort. These seasoned vets have worked well together in a number of tough campaigns. Their presence gives Martinez co-frontrunning status...

...Hernandez has backing from U.S. Rep. Esteban Torres and might end up with an endorsement from Assemblyman Bob Epple(D-Norwalk), who used to serve with Hernandez on the Rio Hondo board. As for Becerra, this 32-year-old deputy AG is described by some as a future star of the Calif. Democratic Party. Although he used to work for State Sen. Art Torres, Torres has not made any endorsement. But Becerra has some good

support in the form of community activist Mike Hernandez...

...What's really interesting in this race are all the "players" who have not yet committed to any one candidate. L.A. Councilmembers Gloria Molina and Richard Alatorre, Senator Torres and Assemblywomen Lucille Roybal-Allard and Sally Tanner all fall into this category. Stay tuned...

CAMPAIGN 1990: THE POLITICS OF INSURANCE.

Editor's note: Here is an update on the first campaign to elect Calif.'s Insurance Commissioner. CALPEEK will include survey data from the current Calif. Poll...

...Of course the biggest news about this race was the late entry of State Sen. John Garamendi(D-Stockton). His candidacy has thrown conventional wisdom out the window and it spells trouble for at least two of the long-running candidates, Bd. of Equal. member Conway Collis and former TV/radio commentator Bill Press. The Garamendi candidacy may have less impact on former Common Cause exec. director Walter Zelman, according to some sources...

...On the Demo side, Garamendi is leading with 24%, followed by Zelman at 14%, Press 12%, S.F. attorney Ray Bourhis 7%, Collis 4% and Alhambra Councilman Michael Blanco at less than 1/2 of 1%. Without Garamendi, Press is the leader at 15%, with Zelman at 11%. The undecided factor in the Demo race among ALL is a large 39%...

...On the GOP side, the contest is a statistical deadlock between San Jose attorney Tom Skornia at 16% and Huntington Beach Councilman Wes Bannister at 13%. 71% are undecided. Skornia, who has done almost nothing except file papers and set up a committee composed of people CALPEEK has never heard of, must be happy, while Bannister, who has been working his tail off seeking endorsements and sending out news releases every time he sneezes, must be puzzled...

...Needless to say, Bannister and Skornia have a tough time matched against most of the Demos, but November is still a long ways off and much can happen...

...So why did Garamendi jump in the race? That's easy. He took one look at the financial reports of the field and knew right away he would be competing against fundrais-

ing midgets. Combined with his own check-book(he could throw in \$500,000 without a problem), good name ID & image and previous Statewide campaign experience, Garamendi figured, "Why not?"...

...Naturally the other Demos are outraged, but that doesn't count for much. Nevertheless, Garamendi does have a few negatives. He doesn't have a reputation for staying power. He gets bored easily. And then there is the question of Garamendi's record on insurance issues. What record?...

...FYI: Consultant Rick Taylor, who had been retained by Press on a full-time basis is now on a project-by-project basis. Reason: Press needs to concentrate on raising money for paid media. Taylor's analysis of the early Press operation showed the candidate spending a ton on STAFF OVERHEAD. Stay tuned...

IT'S BACK TO SQUARE ONE FOR PROP. 111, AS NEW CALIF. POLL SHOWS VOTERS ARE SPLIT...

The latest Calif. Poll by Mervin Field is not exactly the kind of news supporters of Prop. 111 (SCA 1) had hoped for. In October, after the big earthquake, voter support for the Traffic Congestion Relief and Spending Limitation Act of 1990 was at 55% and the opposition was at 35%, with 10% undecided. In July of 1989, Field's poll showed an even split, 46% each. The latest Calif. Poll mirrors July's findings, 46% each, with 8% undecided...

PORAC BUYS RADIO ADS FOR ITS AG CANDIDATE.

Peace Officers Research Organization of CA, better known as PORAC, is pumping nearly \$20,000 into a two-week radio buy for its endorsed AG candidate, S.F. DA Arlo Smith. The 30-second spots began airing Feb. 26 and will run to Mar. 9. A total of 700 ads have been purchased on 18 stations in the So. Calif. area, with a heavy buy in the Inland Empire...

POLITICAL CONSULTANTS VISIT EASTERN EUROPE.

Sacto-based Wayne Johnson & Associates and S.F.-based Bagatellos & Fadem are among 20 U.S. political consulting firms who depart for an Eastern European seminar tour March 6. The firms will speak to political activists in Budapest, Prague and Warsaw. The object of the seminars is to provide info about running political campaigns...

EARTHQUAKE PREPAREDNESS TOPIC FOR LUNCHEON.

Richard Eisner, the exec. director of the Bay Area Earthquake Preparedness Project, will address members of the Bay Area Public Affairs Council(BAPAC), 11:30 a.m., Mar. 15, St. Francis Hotel, S.F. For info and RSVPs, Denise Bartoni at (415)271-7228...

NEW JOBS, NEW ACCOUNTS, NEW ORGANIZATIONS.

Editor's note: Here's a brief summary of personnel notes, etc.

- Sacto lobbyist John Norwood has reopened his own governmental relations/advocacy firm of Capitol Media & Consulting, 910 "K" St., Ste. 330, Sacto 95814 (916)447-5053. Also joining Norwood is J. Kevin Pedrotti, who is a govt. relations advisor. Both were with the now defunct Heron Burchette law firm...

- Dawn Cymrot has joined Cerrell Assoc. of L.A. as an asst. AE. She worked at Fleishman-Hillard in L.A. prior to joining the Cerrell firm...

- Duane L. Georgeson becomes Asst. GM of the Metropolitan Water Dist. of So. Calif. on April 9. Prior to his appointment, he had been with the LADWP for 30 years...

- KCBS-TV in L.A. has hired Terry Anzur as an morning anchor and political reporter. She comes to Channel 2 from WCBS-TV in New York...

- In CALPEEK's once a political junkie file --- Leslie Winner is back as a campaign consultant. She's been hired to run Assemblywoman Maxine Water's campaign for congress and will be working for the Demo leadership against the various reapportionments measures...

- Add a relatively new campaign management firm to your list: Staton-Hughes, 530 Howard St., #200, S.F. 94105 (415)495-4910. Owners are Mary Hughes, former exec. dir. of the CA Demo Party, and Cliff Staton, who used to be with the Kamber Group of D.C. Demo clients include John Van de Kamp and Ira Reiner. Non candidates include Earth-day...

- PA consultant Emma M. Schafer has a new address for her Schafer Communications: 11400 W. Olympic Blvd., 2nd Floor, L.A. 90064 (213)445-8862...